



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## Canada

## Promotion Opportunities

## Poultry Shows

## 2002

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**U.S. Embassy**

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### Report Highlights:

**This Poultry Shows report is one in a series of Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Livestock Shows, Pet Shows, Nursery Product Shows and Wood Product Shows.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Ottawa [CA1], CA

This Poultry Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Livestock Shows, Pet Shows, Nursery Product Shows and Wood Product Shows.

## **Poultry Shows**

### **Royal Agricultural Winter Fair**

Nov 8-17, 2002

Exhibition Place, Toronto, ON

Type of Show: Consumer

Established: 1922

Objectives: To generate awareness of the Royal Agricultural Fair, and its function and purpose.

Products Displayed: Breeding horses, dairy cattle, beef cattle, sheep, swine, goats, field crops, gardens and flowers, fruit, vegetables, poultry, wool, dairy and maple products, and honey.

Attractions: International horse show, walking ring, dairy lane, sheep shearing, petting farm, performing dogs, food show, auction sales, square dancing and fiddling.

Attendance: 350,000

Exhibitors: 300

Net Space: 800,000 sq.ft.

Rates: Min. booth 10' x 10'

Show Manager: Doug Macdonnel.

Show Producer: Royal Agricultural Winter Fair, The Coliseum, National Trade Centre, Toronto, ON M6K 3C3 Phone: (416) 263-3400. Fax: (416) 263-3488.  
<http://www.royalfair.org>.

**Poultry Industry Conference & Exhibition**

Apr 9-10, 2003

Western Fairgrounds, London, ON

Type of Show: Trade

Established: 1957

Objectives: To market and display wares pertinent to the feather industry.

Attractions: Night at the races.

Attendance: 5,441

Exhibitors: 154

Net Space: 34,600 sq.ft.

Rates: Min. booth 10' x 10'.

Show Manager: Sharon Pook.

Show Producer: Western Fair Association, PO Box 7550, London, ON N5Y 5P8 Phone: (519) 438-7203 x 222. Fax: (519) 679-3124 E-mail: [info@westernfair.com](mailto:info@westernfair.com)  
<http://www.westernfair.com>.

Official Sponsor(s): Poultry Industry Council.

**Farmfair International 2002**

Nov 2-10, 2002

Northlands AgriCom &amp; Sportex, Northlands Park, Edmonton, AB

**CAEM**

Type of Show: Trade &amp; Consumer

Established: 1974

Objectives: To provide a show where cattle producers and buyers can meet one-to-one.

Products Displayed: Purebred beef, livestock genetics, diversified livestock (swine, sheep, goats, llamas, poultry, pigeons, rabbits, quarter horses); agri-business products and services.

Attractions: Stock competitions (draft horse pulls, cattle penning, stock dog trials); Dodge City Western Trade & Gift Show; AgAwareness educational programs; Craig Cameron horsemanship seminar, city-wide entertainment and world-class shopping.

Attendance: 60,000

Exhibitors: 1,400

Net Space: 250,000 sq.ft.

Rates: \$550 (Dodge City), \$100 (AgAwareness); \$200 (Livestock Pen).

Show Manager: Leigha Graf.

Show Producer: Northlands Park, PO Box 1480, Edmonton, AB T5J 2N5 Phone: (780) 471-7210; 1-888-800-7275. Fax: (780) 471-8176  
Email: [farmfairinternational@northlands.com](mailto:farmfairinternational@northlands.com); [klondikedays@northlands.com](mailto:klondikedays@northlands.com); [canadienfinalsrodeo@northlands.com](mailto:canadienfinalsrodeo@northlands.com)  
<http://www.farmfairinternational.com/>.

Official Service Contractor(s): GES Canada.

Official Sponsor(s): UFA &amp; Ivomec, Alberta Motor Association.

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